

Amendments to the Claims:

1. (currently amended) A method for providing entertainment to a portable device, said method including the steps of:

defining a navigational game with desired locations and undesired locations along a navigation route by a sponsor of the game;

receiving location information related to said portable device;

providing challenges associated with a the sponsor of the game to a user of a wireless communication;

providing rewards scoring positive and negative points associated with the respective desired and undesired locations in response to answers based upon the location of said portable device; and

awarding sponsor-related incentives to the user in accordance with the total points from the scoring step.

2. (currently amended) The method of claim 1 wherein said game is downloaded to said portable multiple devices in multiple vehicles such that the multiple vehicles can play the game against each other.

3. (currently amended) The method of claim 1 ~~further including a step of receiving a response from said user as the user observes an item near the location of said portable device~~ wherein the awarding step includes awarding discounts relating to at least one of a sponsor's products and services.

4. (currently amended) The method of claim 1 ~~further including a step of generating a count when said user comes within a specified distance to the item for a specified amount of time~~ wherein an endpoint of the game includes a sponsor location.

5. (currently amended) The method of claim ~~4~~ 1 wherein said ~~specified distance comprises a distance enabling the user to read the information contained at a predetermined location~~ defining step includes setting a prize mode, and wherein the awarding step includes checking the prize mode setting.

6. (currently amended) The method of claim ~~5~~ 1 wherein said ~~information comprises visually detectable information~~ points from the scoring step are bankable.

7. (currently amended) The method of claim ~~5~~ 1 wherein said reward is determined by the ~~time of day and amount of time spent at said predetermined location~~ providing step includes revealing a challenge for a next location in the game related to solving the challenge for the current location of the game.

8. (currently amended) The method of claim 1 ~~further comprising a second user having a second portable device wherein the defining step includes a plurality of sponsors having desired locations and undesired locations wherein different points are associated with different sponsor locations.~~

9. (currently amended) The method of claim 1 ~~further including a step of deducting points based upon the location of the portable device at predetermined undesirable locations wherein the defining step includes a player of the game defining their own locations for use by other players.~~

10. (currently amended) The method of claim ~~1~~ 3 ~~further including a step of providing coupons from sponsors of said game based on said answers wherein the discounts have time limits.~~

11. (currently amended) A method for providing entertainment to a portable device, said method including the steps of:

providing a wireless communication system in a vehicle, said wireless communication system communicating with a wireless communication device;

defining a navigational game with desired locations and undesired locations along a navigation route by a sponsor of the game;

receiving location information related to said wireless communication device;

providing challenges associated with a the sponsor of the game to a user of a wireless

communication from a remote network by way of said wireless communication system;

providing rewards scoring positive and negative points associated with the respective desired and undesired locations in response to answers based upon the location of said wireless communication device; and

awarding sponsor-related incentives to the user in accordance with the total points from the scoring step.

12. (currently amended) The method of claim 11 wherein said game is downloaded to said multiple wireless communication network devices in multiple vehicles such that the multiple vehicles can play the game against each other.

13. (currently amended) The method of claim 11 ~~further including a step of receiving a response from said user as the user observes an item near said vehicle~~ wherein the awarding step includes awarding time-limited discounts relating to at least one of a sponsor's products and services.

14. (currently amended) The method of claim 11 ~~further including a step of generating a count when said user comes within a specified distance to the item for a specified amount of time~~ wherein an endpoint of the game includes a sponsor location.

15. (currently amended) The method of claim ~~14~~ 11 wherein said ~~specified distance~~ comprises a distance enabling the user to read the information contained at a predetermined location defining step includes setting a prize mode, and wherein the awarding step includes checking the prize mode setting.

16. (currently amended) The method of claim ~~15~~ 11 wherein said ~~reward is determined by the time of day and amount of time spent at said predetermined location~~ points from the scoring step are bankable.

17. (currently amended) The method of claim 11 ~~further comprising a second user having a second wireless communication device communicating with said wireless communication network~~ wherein said providing step includes revealing a challenge for a next location in the game related to solving the challenge for the current location of the game.

18. (currently amended) The method of claim 11 ~~further including a step of providing coupons to sponsors of said game based on said answers~~ wherein the defining step includes a plurality of sponsors having desired locations and undesired locations wherein different points are associated with different sponsor locations.

19. (currently amended) The method of claim 11 ~~further comprising multiple vehicles communicating by way of a wireless communication system to play against each other~~ the defining step includes a player of the game defining their own locations for use by other players.

20. (currently amended) A method for providing entertainment to a wireless communication system, said method including the steps of:

providing a wireless communication system in a vehicle, said wireless communication system communicating with an entertainment counsel in said vehicle;

defining a navigational game with desired locations and undesired locations along a navigation route by a sponsor of the game;

receiving location information related to said vehicle;

providing challenges associated with a the sponsor of the game to a user of said entertainment counsel from a remote network by way of said wireless communication system;

providing rewards scoring positive and negative points associated with the respective desired and undesired locations in response to answers based upon the location of said vehicle; and

awarding sponsor-related incentives to the user in accordance with the total points from the scoring step.